



Assessing Your Audience

From: Speed Dating 101: the Mini-Course by Kate McEnroe

What do you mean - do they know me?

We've met at a marketing event
We've worked a project together - here or elsewhere
We've located a project together - here or elsewhere
We're pretty much personal friends at this point

What do you mean - do they know my place?

They have heard marketing presentations about this place
They have been here on a fam tour
They have done desktop research for a project (how recent?)
They have done field work here (how recent?)
They have located a project here (how recent?)
They grew up here, went to school here, lived here, visit frequently

If I don't know them, how do I know if they know my place?

Ask state project managers
Take a look at their social media
Take a look at their company's web site - any local projects?
Ask local utility economic development reps
As your regional peers

Need help with execution?

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